



Date Adopted: 04-17-2012  
Date Revised:

**Title: Graphic Design and Communications Coordinator**

**FLSA: Non-Exempt**

**General Purpose:**

Under administrative direction, develops and coordinates City or assigned Departmental marketing, publication and presentation materials to encourage positive customer contact, and ensure consistent, credible, and professional communications are continuously developed within the City. The Graphic Design and Communications Coordinator creates a variety of effective marketing medium that heighten the visibility of specialized programs and/or increases public interest and audience. This classification is expected to have broad knowledge of graphic art concepts, techniques, and processes including layout principles and aesthetic design concepts.

**Distinguishing Characteristics:**

This class is distinguished by its responsibility for planning, designing, creating and producing a wide variety of quality illustrative graphic artwork, printed and electronic materials, web pages of varying degrees of complexity and video communication activities. The employee is expected to have broad knowledge of graphic art concepts, techniques and processes including knowledge of layout principles and aesthetic design concepts. The incumbent is expected to participate in the development of marketing and promotional materials; develop, write and edit promotional materials including press releases and marketing campaigns. The Graphic Design and Communications Coordinator serves as website content manager and social media coordinator for the Department, adhering to established City policies and standards related to the content and look of website information.

**Supervision Received and Exercised:**

Receives administrative direction from the Heritage and Cultural Arts Manager.

May exercise technical and functional supervision over part-time staff as appropriate.

**Essential Duties and Responsibilities:**

The following duties are normal for this classification. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to this class.

Participates in the development of marketing/promotion strategy of assigned programs; establishes project goals and objectives; Meets with City staff to identify project needs.

Create designs, concepts, and sample layouts based on knowledge of layout principles and aesthetic design concepts.

Develop the overall layout and design of flyers, advertisements, website content, reports, presentations and other publications, which enhance the professional image and branding of Department programs and services.

Produce promotional displays, packaging, and marketing brochures for products and services.

Design distinctive logos for products and services.

Develop signs and signage systems and other environmental graphics.

Administer web site content and social media on behalf of the Department. Develop material and content for Internet Web pages, interactive media, and multimedia projects.

Assist Department staff with the development of presentations using PowerPoint and other presentation software.

Write, edit, prepare and distribute informational materials, press releases, articles and presentations to inform the community and the organization of City issues, services, programs and events.

Writes and oversees video productions.

Prepare notes, instructions and electronic files for vendors that will produce final materials.

Surveys, collects and evaluates community participation, attendance and satisfaction and overall results of specific measures and goals.

Develops partnerships and coordinates information with outside agencies to foster and develop community services, events and information.

Seeks sponsorships to underwrite projects; identifies sponsors, creates presentation packets and maintains sponsorship databases.

Develops and administers program budgets and monitors expenditures.

Oversee part-time staff as assigned and independent contractors.

Negotiates and manages agreements for contract services.

Prepare information and reports related to program budgets.

Maintain records and prepare written promotion plans and reports.

Maintain a sufficient supply of inventory and materials that will ensure that the Department meets the needs of its customers, clients, and the public.

Build and maintain positive working relationships with co-workers, other City employees and the public using principles of good customer service.

Perform other duties as assigned.

**Minimum Qualifications:**

**Knowledge of:**

Modern marketing and public relations techniques and promotional event planning.

Modern principles of organization and administration.

Writing and editing techniques for a variety of audiences.

Developing or maintaining websites.

English language usage, spelling, punctuation and grammar.

Basic supervisory and motivational techniques.

Knowledge of a variety of software applications.

Methods and practices of program development and project management.

Principles and practices of effective business and marketing communications.

**Ability to:**

Interpret project needs and convert user-developed content into attractive print advertising and electronic media.

Develop design concepts by gathering information and data to clarify design issues.

Design and paste-up camera-ready reports and brochures for in-house or contract printing projects; oversee document reproduction process for quality and accuracy.

Think creatively, produce new ideas and contribute to the overall project.

Take photographs using digital and other cameras and prepare slides and/or PowerPoint presentations.

Use innovation to redefine designs as needed to meet the constraints of cost and time.

Multi-task and work on more than one design project at a time; set priorities and meet deadlines; work in a fast-paced, team oriented environment.

Work well under pressure and quickly make responsible decisions; identify and resolve problems quickly.

Demonstrate tact and good judgment in dealing with sensitive issues and situations.

Use a wide range of media, computer operating systems and various software programs.

Proficiency with programs in the Adobe Creative Suites is desirable.

Produce accurate and high quality work products.

Keep abreast of developments in information technology and trends particularly design programs and hardware.

Oversee, train and provide input to evaluation of part-time staff; assess activities of independent contractors.

Establish and maintain effective working relationships, and work collaboratively with a team of vendors and City staff.

Attend day, evening and weekend meetings and events.

Communicate in an effective and concise manner, both orally and in writing.

**Physical Standards:**

The physical standards described are representative of those that must be met by employees to successfully perform the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

An employee is regularly required to sit for long periods of time; intermittently stand, walk, bend, climb, kneel and twist while working on computer equipment, peripherals, and ancillary equipment; perform simple grasping and fine manipulation; use telephone and write and use keyboard to communicate; see small text and numbers on computer screen; routinely move equipment weighing up to 30 pounds.

While performing duties, the employee is regularly required to read and interpret data, information and documents; analyze and solve problems; interact with City management, other governmental officials, contractors, vendors, employees and the public.

**Training and Experience:**

Any combination equivalent to education and experience is likely to provide the required knowledge and abilities are qualifying. A typical way to obtain the knowledge and abilities would be:

**Education:** Equivalent to an Associate of Arts degree from a recognized college or university with major course working in graphics design, advertising, marketing, photography, desktop publishing, and/or reprographics. A Bachelor's degree is highly desirable.

**Experience:** Three years of progressively responsible paid experience performing graphic design work including desktop publishing.

**Training:** Any software training related to Adobe Create Suites software programs or other courses and certification programs, which are relevant to this job classification, are desirable.

**Licenses; Certificates; Special Requirements:**

Possession of a valid California Class C drivers' license and Certificate of Automobile Insurance for Personal Liability.